



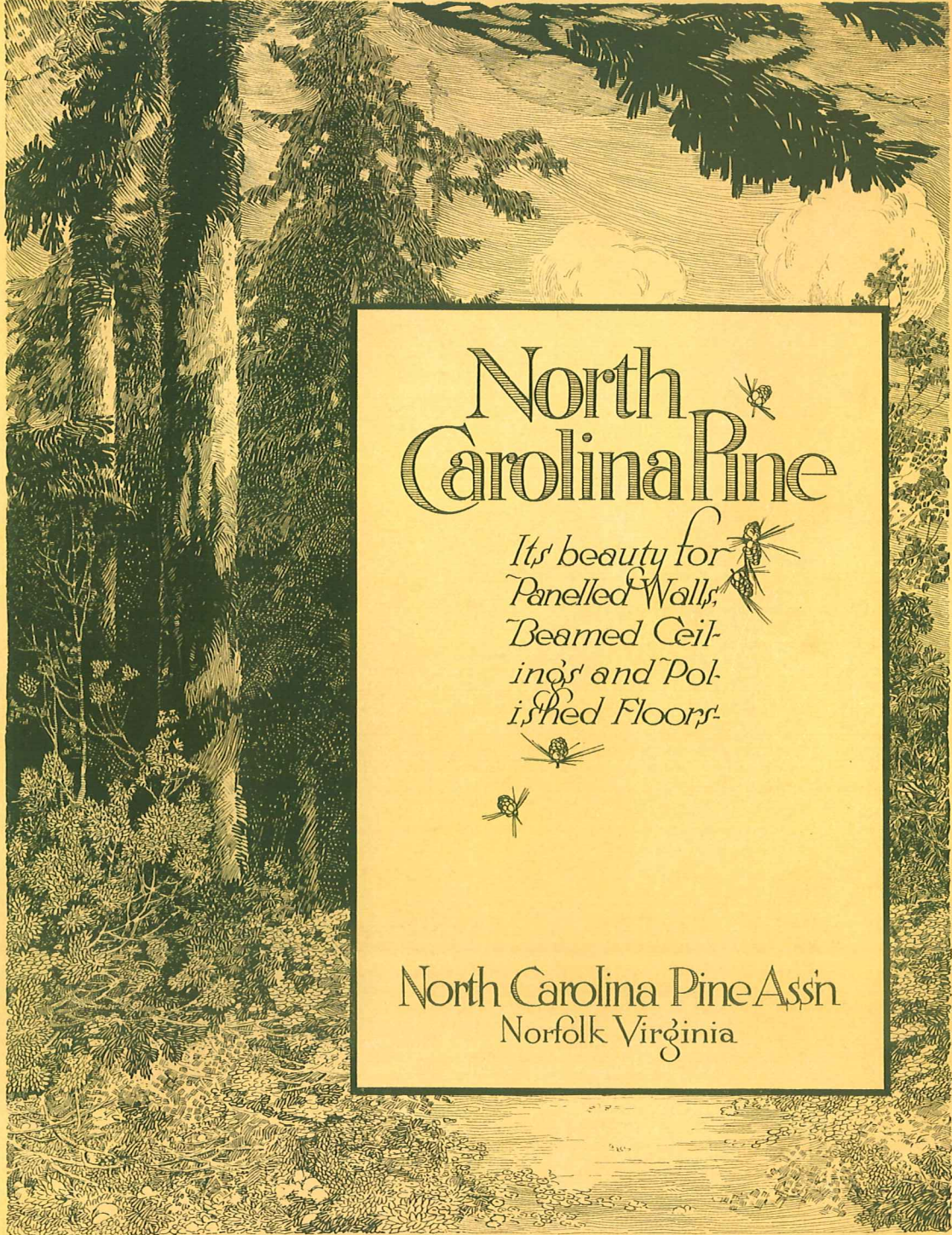
Beautiful Woodwork

NORTH CAROLINA PINE



Belma Gilbert





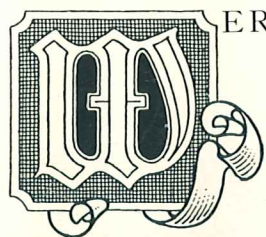
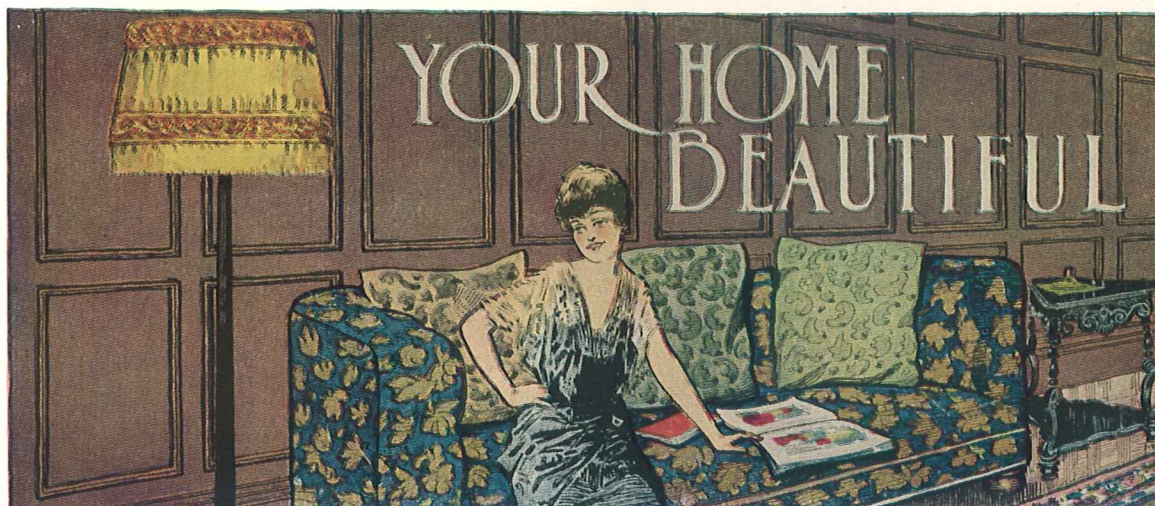
# North Carolina Pine

*Its beauty for  
Panelled Walls,  
Beamed Ceil-  
ings and Pol-  
ished Floors.*

North Carolina Pine Ass'n  
Norfolk Virginia







HERE life one continuance of peace and success our homes would not be so vitally important. But life is not all peace. It is a perpetual contest made up in equal parts of success and failure. Some days are filled with disappointment and discouragement, and on such days we must have some place in which to forget our failures and restore our courage and determination. In their homes men rest from their work, but ten times more important is their rest from worry. As for women, they live the major portion of their lives in their homes. Therefore it is not enough that your home be comfortable to the body and convenient for work. It should be soothing to your mind, satisfying to your taste, and productive of contentment—which some one has said is the greatest word in the English language. And these desirable conditions are brought about largely through wise selection of colors, orderly arrangement of decorations and furniture, and a proper relation among the things you bring together in a room.

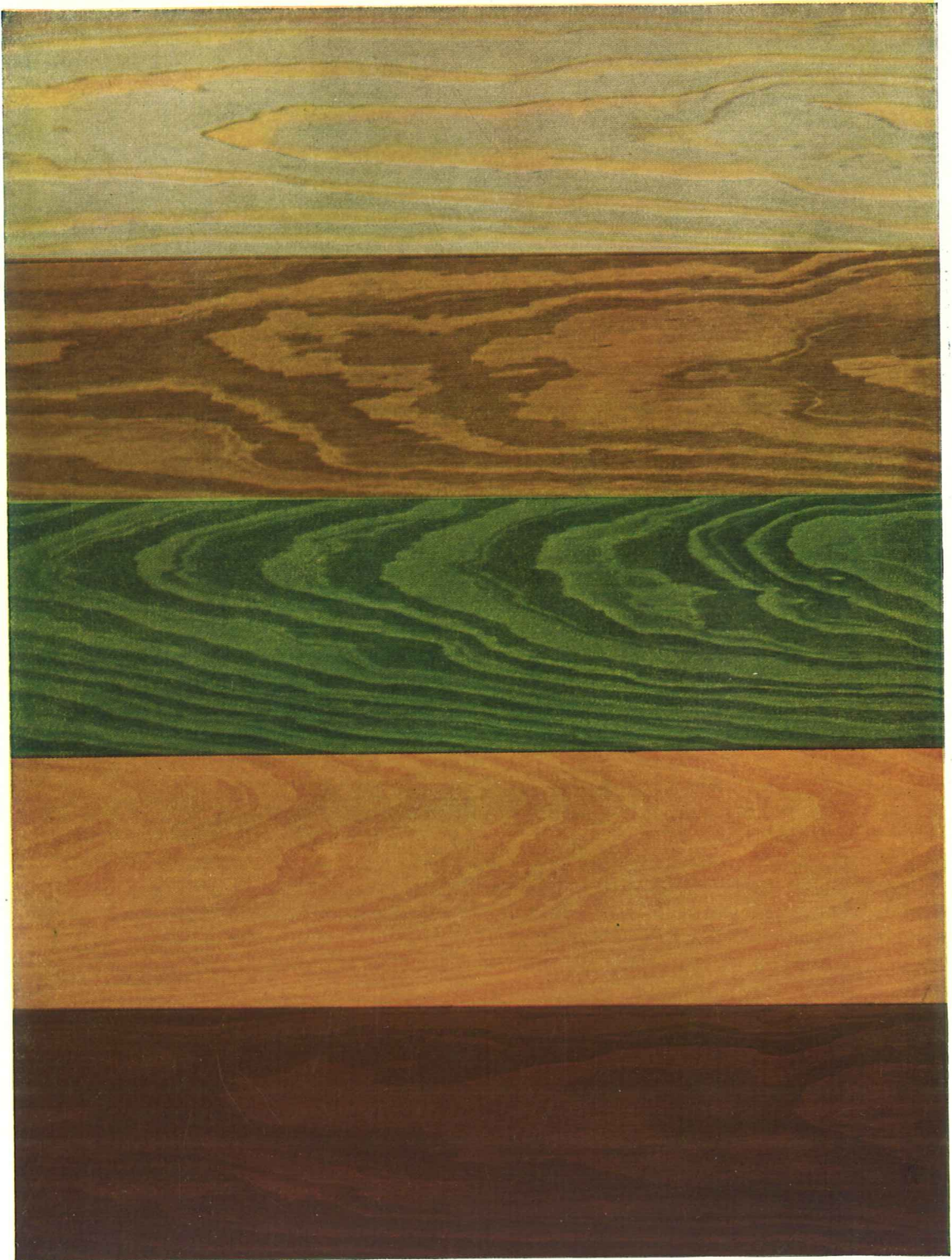
Time was when the interior features of a home were divided into two distinct

classes, those which were purely ornamental and those which were strictly utilitarian. It was not thought necessary that useful things should be beautiful or that ornaments should be useful. But all this has very sensibly changed. Every object is now measured by the double standard, and insofar as possible no article is admitted which fails to satisfy both requirements.

Think of a modern living room, for instance. The bare ceiling beams no longer serve merely to support the floor above. Stained, and in some cases carved, they are now both a support and a thing of beauty, adding immeasurably to the richness and dignity of the room.

Wooden walls are no longer meant only to protect us from the elements. First we choose a wood of attractive grain, then we shape it into panels of different size and shape, and finally we stain or enamel it in some color that pleases our taste. It is no longer sufficient that such built-in features as bookcases, cabinets, buffets, china closets, window seats and cosy corners merely answer the purpose for which they were originally intended. They must be so designed and finished as to be in themselves artistic—an integral part of the room's decoration and furnishment.





*Apparently there is no end to the beautiful effects obtainable*



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With the right wood and the right stain or enamel you can put into each room exactly what you wish that room to express. It may be light and dainty, as a lady's boudoir; warm and cosy, as a living room; serious and thoughtful, as a library; formally correct, as a reception hall; unconventionally comfortable, as a den or smoking room. Any idea or sentiment you wish to suggest can be faithfully worked out by giving attention to the grain or figure of your wood, to the design of your woodwork, and to the stains or enamels in which you finish it.

But these things, you may say, are the luxuries of the rich, not to be had by those of limited means. This is true—and it is also not true. It is true that our homes of wealth depend almost entirely upon wood for their beautiful effects. And it is just as true that the man of moderate, or even limited means, can have handsome woodwork at a price he can afford to pay. The solution of your problem lies in your choice of wood.

Most of the woods which heretofore have been used extensively for panelled walls, beamed ceilings and polished floors are now tremendously expensive. But there is a wood which combines every desirable quality of these old woods, and which, because of its abundance, sells at a price well within reach of any man or woman who desires a fine home—North Carolina Pine.

In order to be thoroughly satisfactory for interior uses such as we are discussing, a wood must have three distinct qualities. It must contain little or no resin, it must have attractive figure or grain, and it must be reasonably substantial. Any virtues it may possess further than these are unessential. To pay for additional qualities, such as extreme hardness, strength or durability, is simply to spend unnecessary money.

North Carolina Pine splendidly meets all these requirements. It is extraordinarily low in resin, and for this reason accepts and retains all manner of stains and enamels with a degree of beauty not exceeded by any other wood. If you choose to enamel North Carolina Pine in white or any other light color you can do so with the absolute assurance that discoloration will not develop.

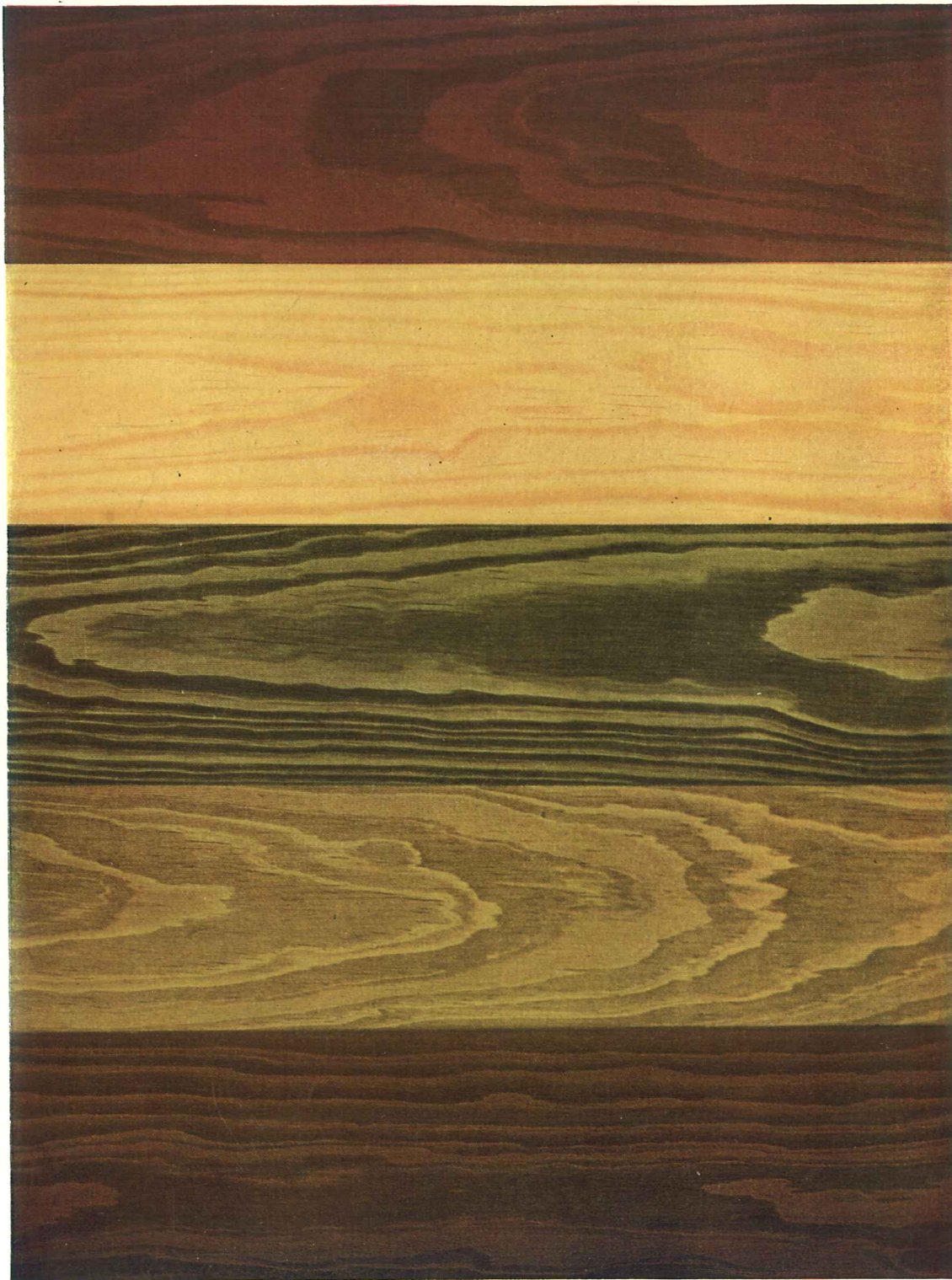
The natural beauty of a piece of wood depends almost entirely upon its figure or grain. Furthermore, this figure is perfectly visible after the wood has been stained, as is made clear by the illustrations in this book. In respect of figure, North Carolina Pine must certainly be ranked among the beautiful woods of the world. And there are so many varieties of figure that you can choose a certain characteristic for this room, another for that, and so on throughout your home. You will get absolute harmony, yet a very pleasing variety. You will always get a high degree of interest, yet nothing obtrusive.

And lastly, North Carolina Pine is more than sufficiently hard, strong and resistant. Practically the only point at which interior wood is exposed to wear is in the case of floors. And by selecting "edge-grain" (a term which your lumber dealer will understand) you can have a floor at low cost which looks just as well, wears just as well, and polishes just as beautifully as a floor made of some other wood which costs considerably more.

On the following pages you will see for yourself some North Carolina Pine interiors. They are not meant to serve as a guide to you, or even to suggest. Our only purpose in reproducing them is to show you some of the effects which are easily obtainable, and to stimulate your imagination to the hundreds of others, equally beautiful, which are yours with a minimum of effort and cost.

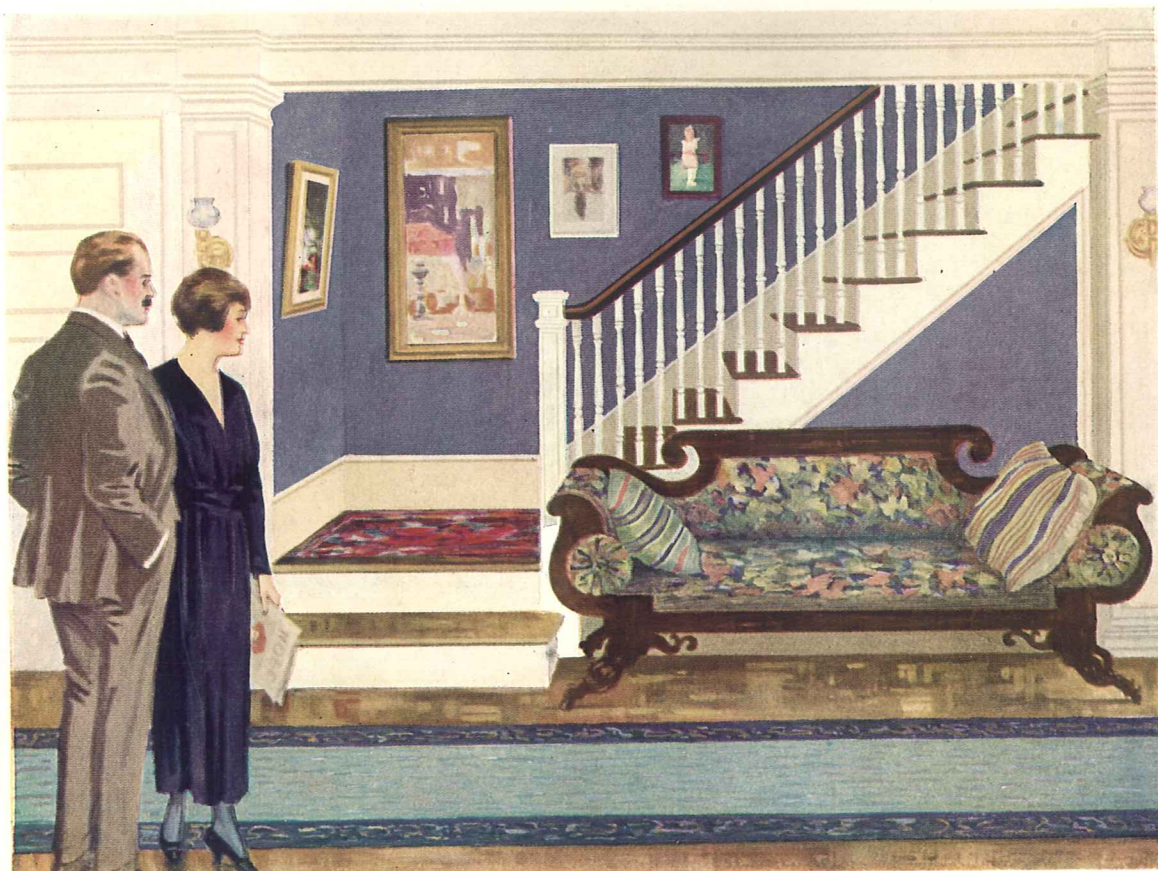
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*No wood will take a stain more beautifully than North Carolina Pine*

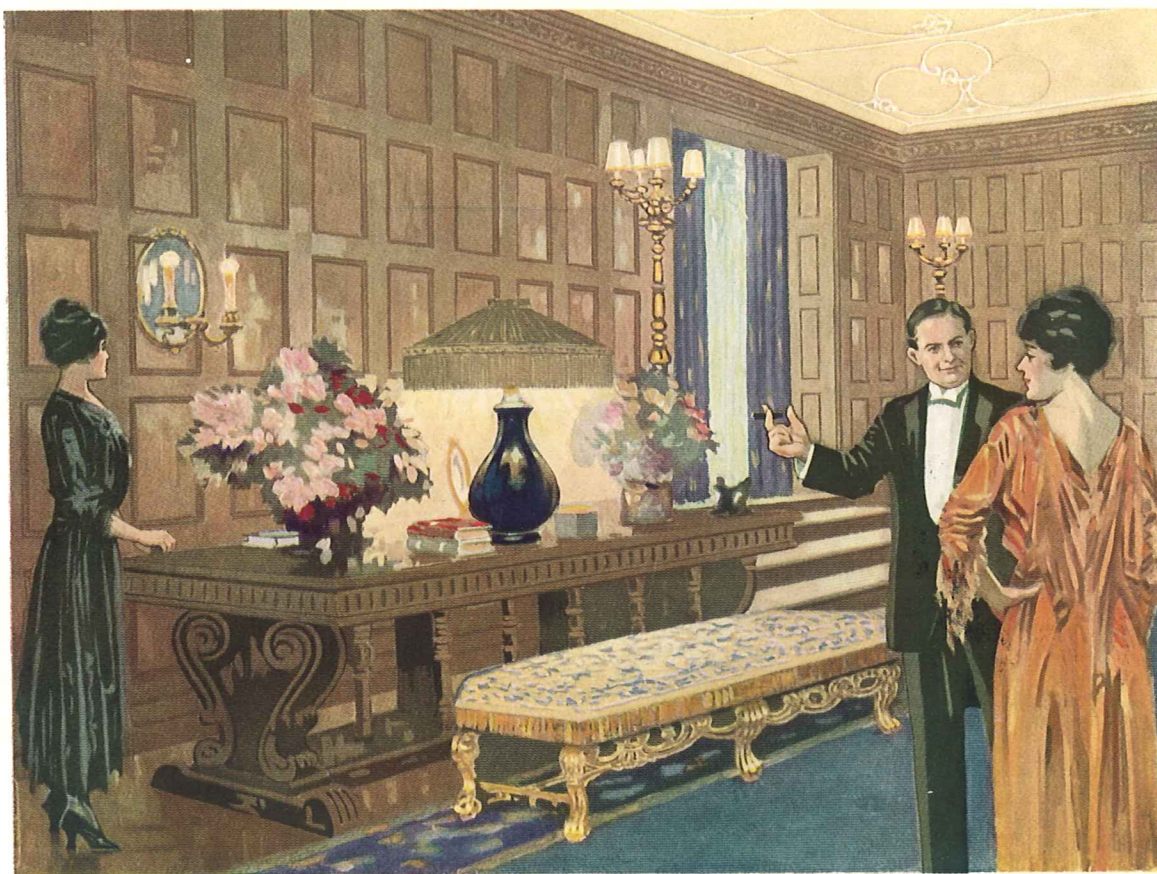




## North Carolina Pine

THE planning of a home interior is governed by the same rules which apply to the painting of a picture. Colors and their arrangement, masses and their disposition, accurately worked out details and harmony of all elements—these are the things which determine the beauty of a room no less than that of a picture. A single discord may ruin the effect of an otherwise beautiful room. Likewise the addition of a single small object, as a brilliantly colored vase or a picture in exactly the right hue, will frequently redeem a room from dullness and lack of interest. You may rest assured that the ultimate result will more than justify any amount of time and study you devote to this subject in connection with your own home.

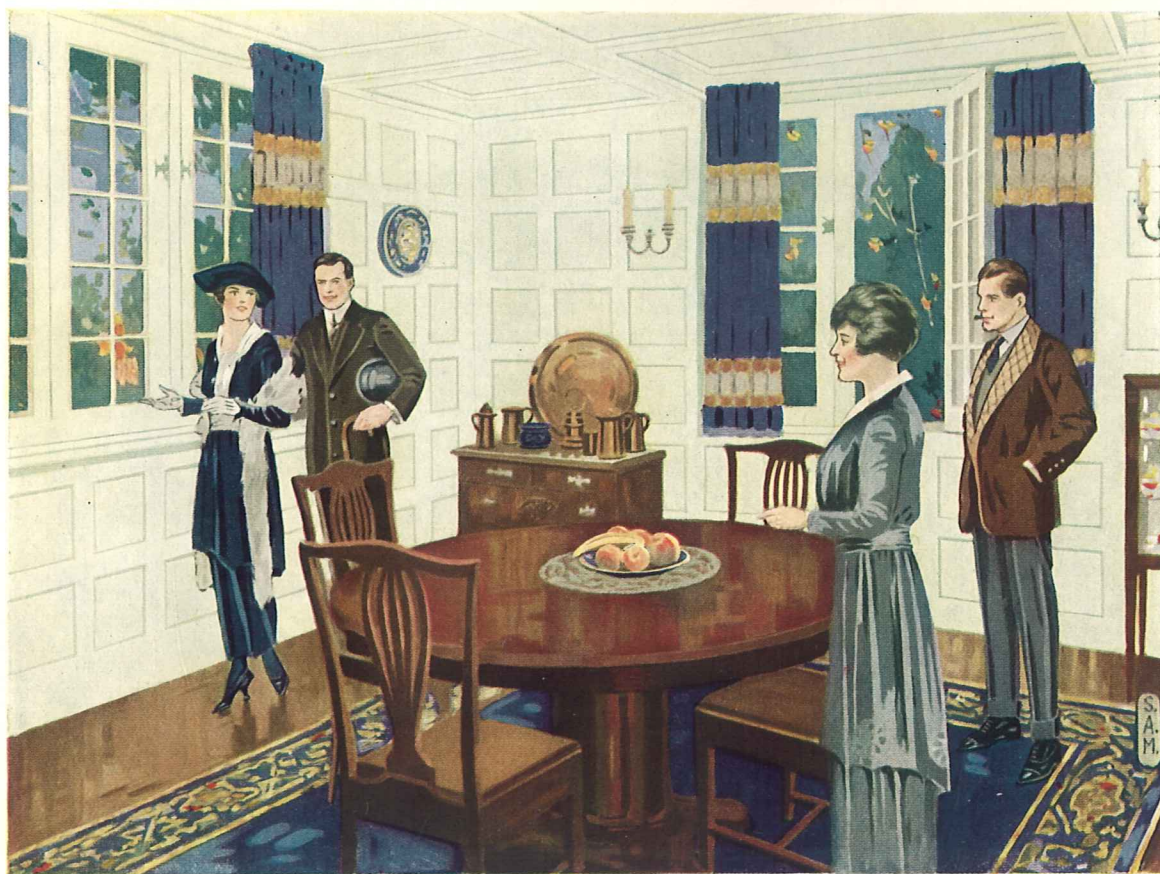




## North Carolina Pine

ONE of the most valuable elements with which we have to work in home decoration is color, and a knowledge of the influence of the various colors will be found useful in planning the stains for woodwork, and in selecting other decorative objects. Yellow expresses light, cheerfulness and animation. Blue gives the impression of coolness, calmness and restraint. Red is associated with heat and energy, but is also, to a certain extent, irritating. Tints and shades of these colors give varying degrees of these impressions, and colors formed by combining them carry a combination of associations. Purple, for instance, a combination of red with blue, carries the impression of warmth from the red and of restraint from the blue.

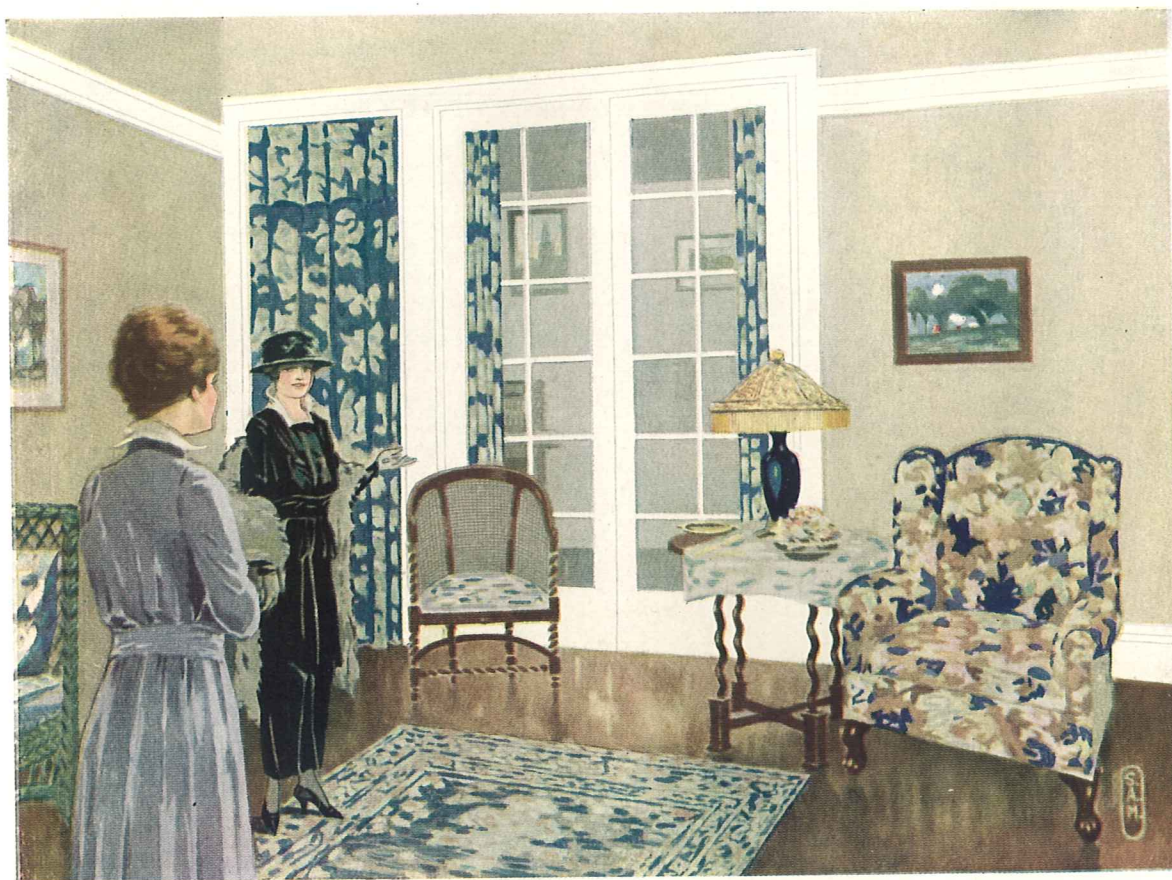




## North Carolina Pine

HERE is a law in home decoration to which there is no exception: Large areas such as walls, ceilings and floors must be treated in subdued or neutral colors. Too much vivid color in a room kills everything else, and is in itself a constant source of irritation. Better to do your walls, ceilings and floors in subdued shades or tints against which your woodwork and furnishings will stand out with redoubled beauty. To the above-stated law there should be added the generally accepted rule that, of your floor, walls and ceiling, the floor should be darkest, the walls intermediary, and the ceiling the lightest. Furthermore, your woodwork should, as a rule, be darker than your walls and of a contrasting color.

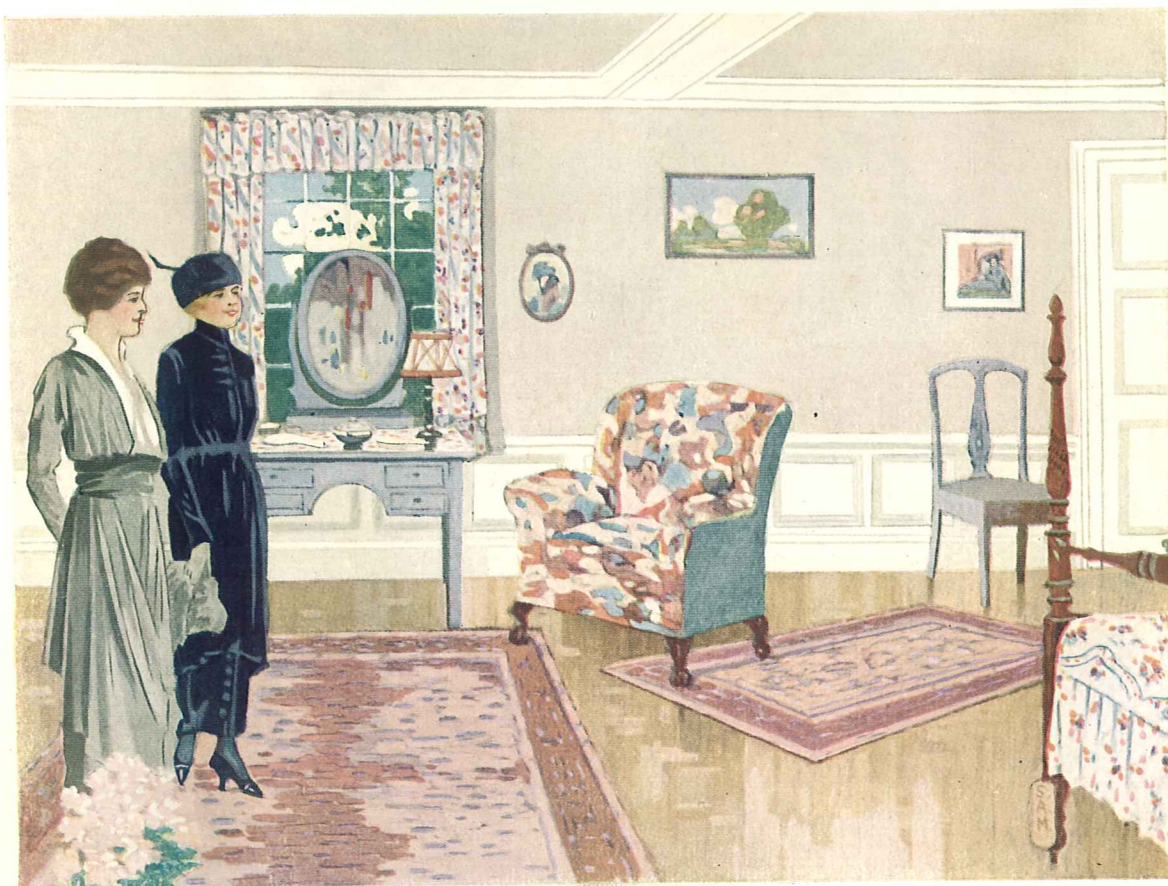




## North Carolina Pine

WHEN planning interior decorations many people forget that the choice of colors should be governed to a very great extent by the amount of light, that interior is to receive. In a room which receives considerable sunlight one may use darker colors than in one in which there is little light. Bright colors, and particularly yellow, act as reflectors of light, while dark colors absorb it. Therefore your north rooms, your rooms which have limited window space, or which look out into the dense foliage of trees or against other near-by buildings or into small courtyards, should be done in light colors. In such emergencies, North Carolina Pine is particularly acceptable because its whiteness permits the use of very light-colored stains.

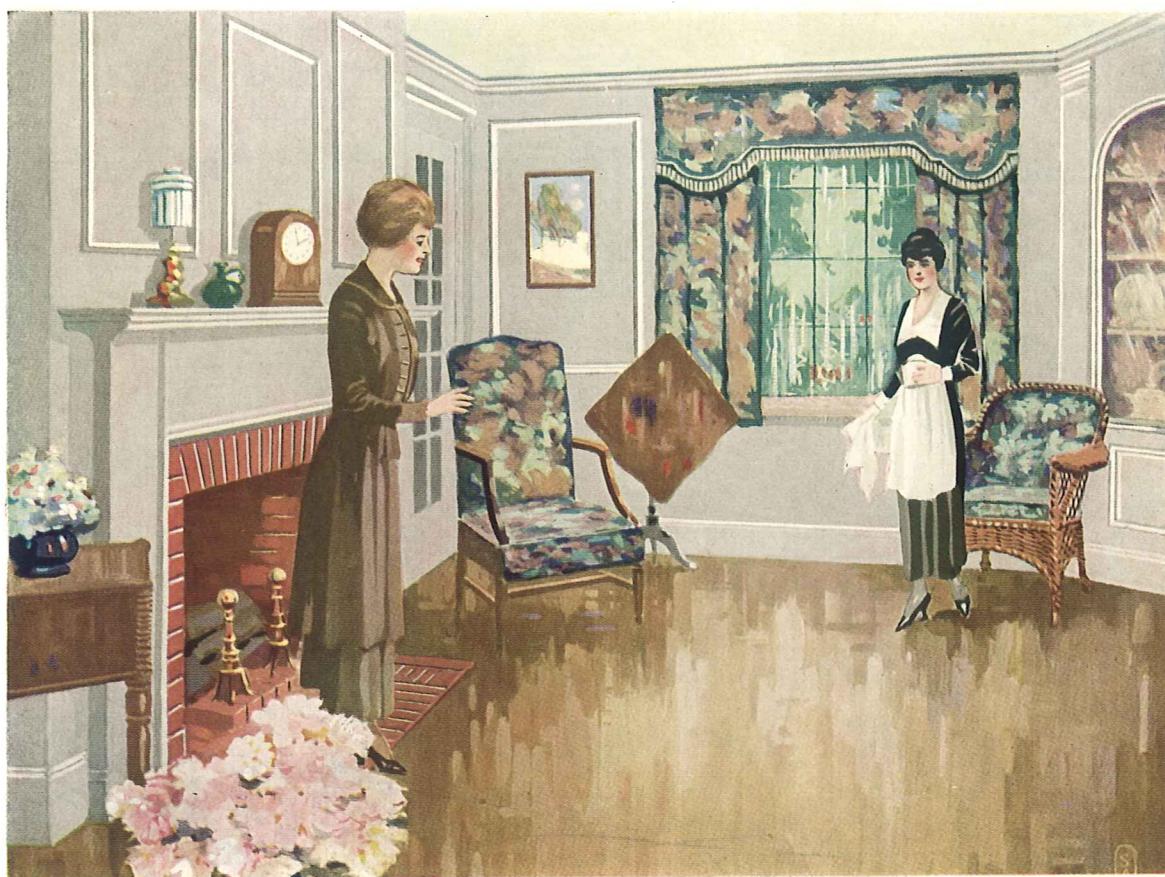




## North Carolina Pine

ONE never feels at home in a room the ceiling of which is too high. Neither are we comfortable if the ceiling appears to be descending upon us. Dainty, highly decorative furniture will look out of place against rugged walls of somber color. Small and spindly furniture will appear lost in a room that is too large. Big, massive furniture will seem to crowd the small room. Occasionally we see a room which appears to have been built for the sole benefit of the enormous fireplace. And not infrequently we see a large room with window space so small that one would think sunshine and fresh air were not free. Watch your relation of sizes. Get everything in the right proportion. Work always toward unity.

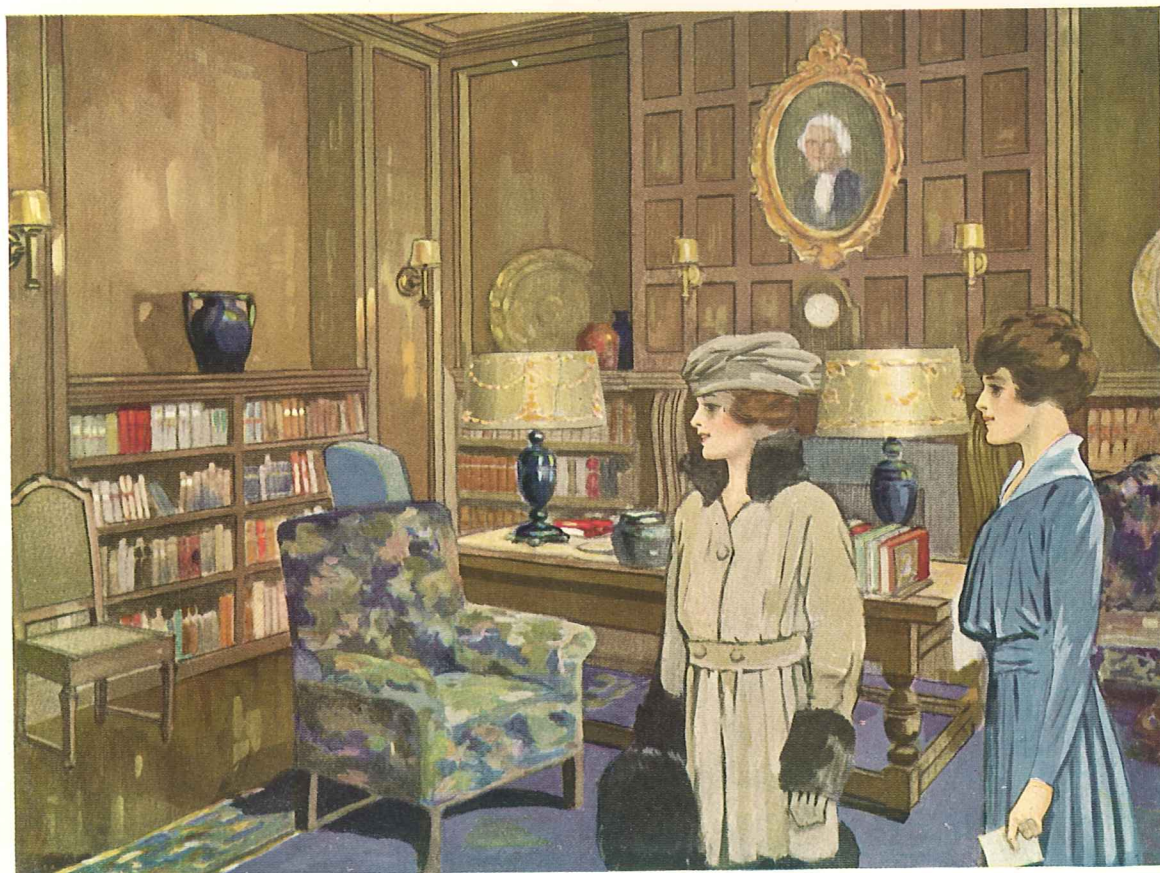




## North Carolina Pine

MOST rooms are over-furnished and over-decorated. For instance, instead of allowing the beauty of woodwork to stand out in delightful contrast against the plainness of the walls, we too frequently find those walls crowded with disconcerting pictures, which clamor for attention. Instead of limiting ourselves to necessary and useful objects, we find things of doubtful purpose on all sides. Of course pictures play a vitally important part in our scheme of home decoration, but they should not be allowed to usurp our walls. And when it is possible to find so many things which are both beautiful and useful it seems too bad to give up valuable space to those which are beautiful only. This is always a safe rule.

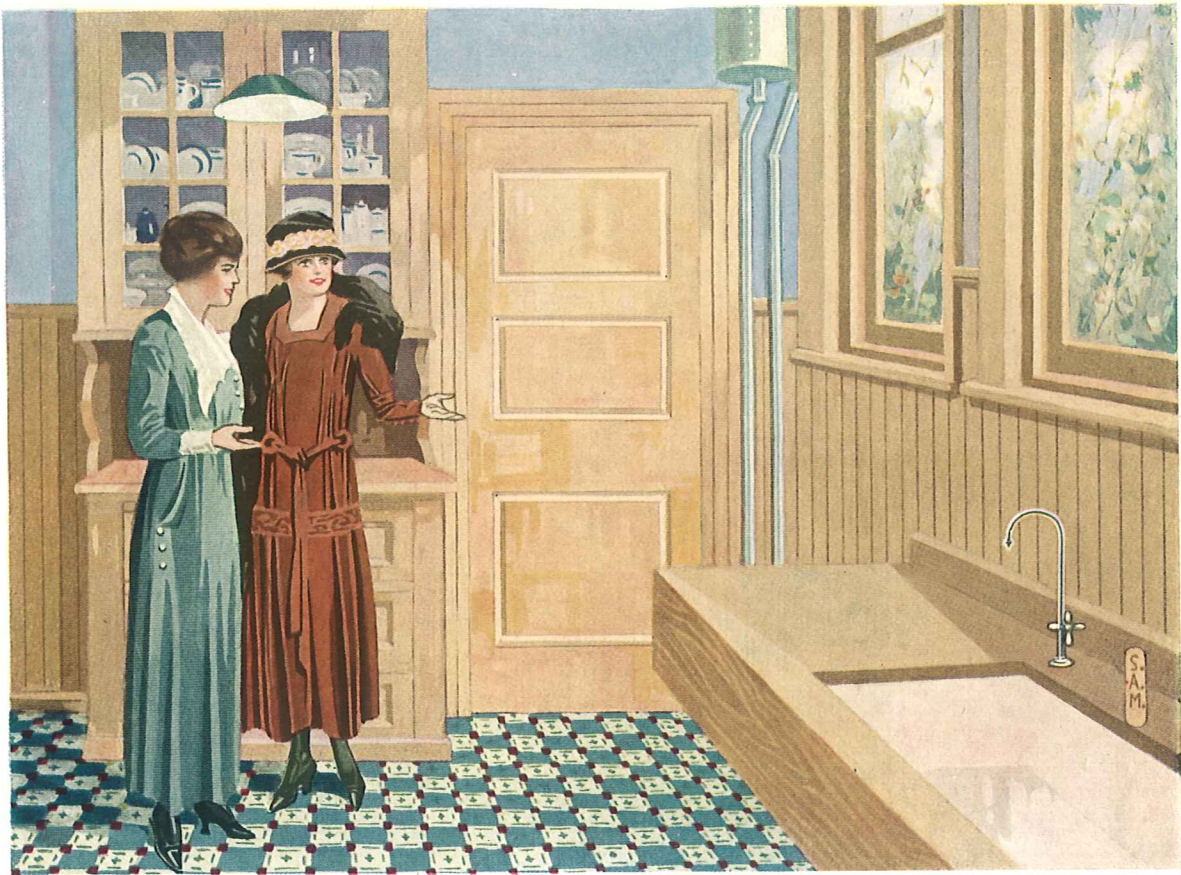




## North Carolina Pine

**F**URNITURE should always be arranged in logical groups rather than scattered about the room—a rule observed in the arrangements pictured in this book. For instance, in your living room the principal group might consist of a fairly large table, a davenport and a large chair, all set near the center of the room. The davenport would be placed with its back against the table and its front facing the fireplace or a bay window. On the opposite side of the table you would set the chair. By some window you could place a comfortable chair, a floor lamp and a small stand for books or magazines. In some corner you might put a chair or two, a smoking stand and a foot stool. Hold things together, ready for use.

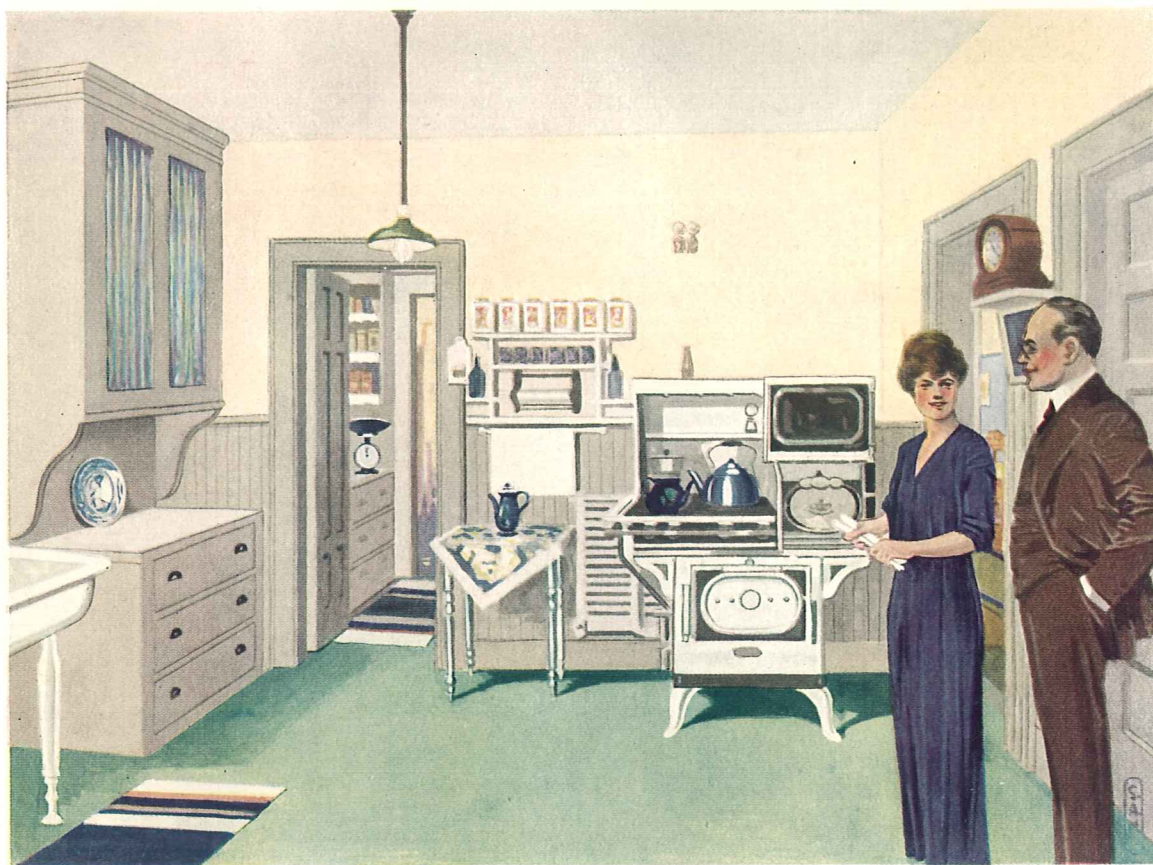




## North Carolina Pine

WHEN a thing is right it cannot be improved. And most of us have a more or less developed sixth sense which tells us when things are right. When we have a desire to pull our furniture around into new positions, or to re-hang our pictures, or to change the color of our woodwork or draperies—we may tell ourselves it is for the sake of variety or change, but the truth is that our arrangement is not good and our sixth sense keeps telling us so. In such cases it is better to stop and give real study to the situation. Analyze your colors, look for discords, group your furniture, eliminate useless objects, lay rugs straight in the direction you walk, set tables parallel with the walls, and—always—work for simplicity.





## North Carolina Pine

IT is not good judgment to lavish our attention upon the decoration of certain portions of the house to the entire neglect of others. Even such a room as the kitchen, which is strictly utilitarian, should be given serious thought. Every woman knows that it is easier and correspondingly more pleasant to work in a kitchen where beauty has not been lost sight of than in one which is dingy and dismal. Beauty is never a detriment and, more often than not, is of actual, practical value. And when beauty is at the same time inexpensive, as it is when North Carolina Pine is used, no good reason can be given for its absence. And no wood can serve you better than this for the innumerable built-in features found in the modern kitchen.



The Albert P. Hill Co., Inc.  
Pittsburgh, Pa.







